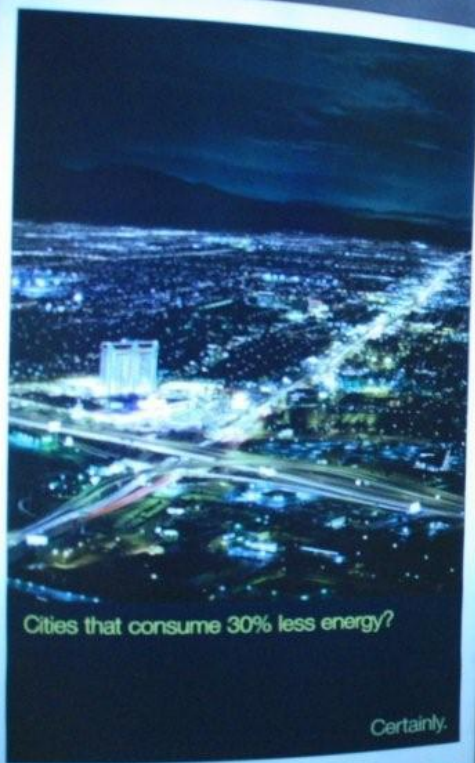


Intelligent Transport Systems: a Tool or a Toy?



"MaaS - Policy Aspects"

what are the expected benefits
for user and local authorities ?
(+++ transport providers...)



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worst + best (ITS) example ?



MaaS definition

demand responsive

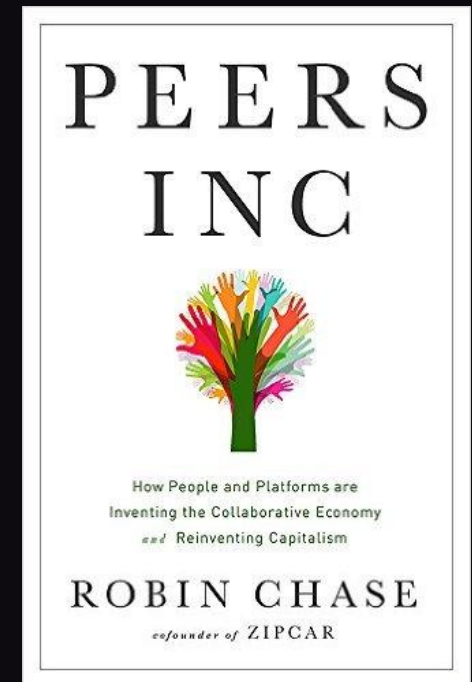
customer oriented

variable geometry (space + time)

variable pricing

no-more infrastructure ! ?

.....says who?

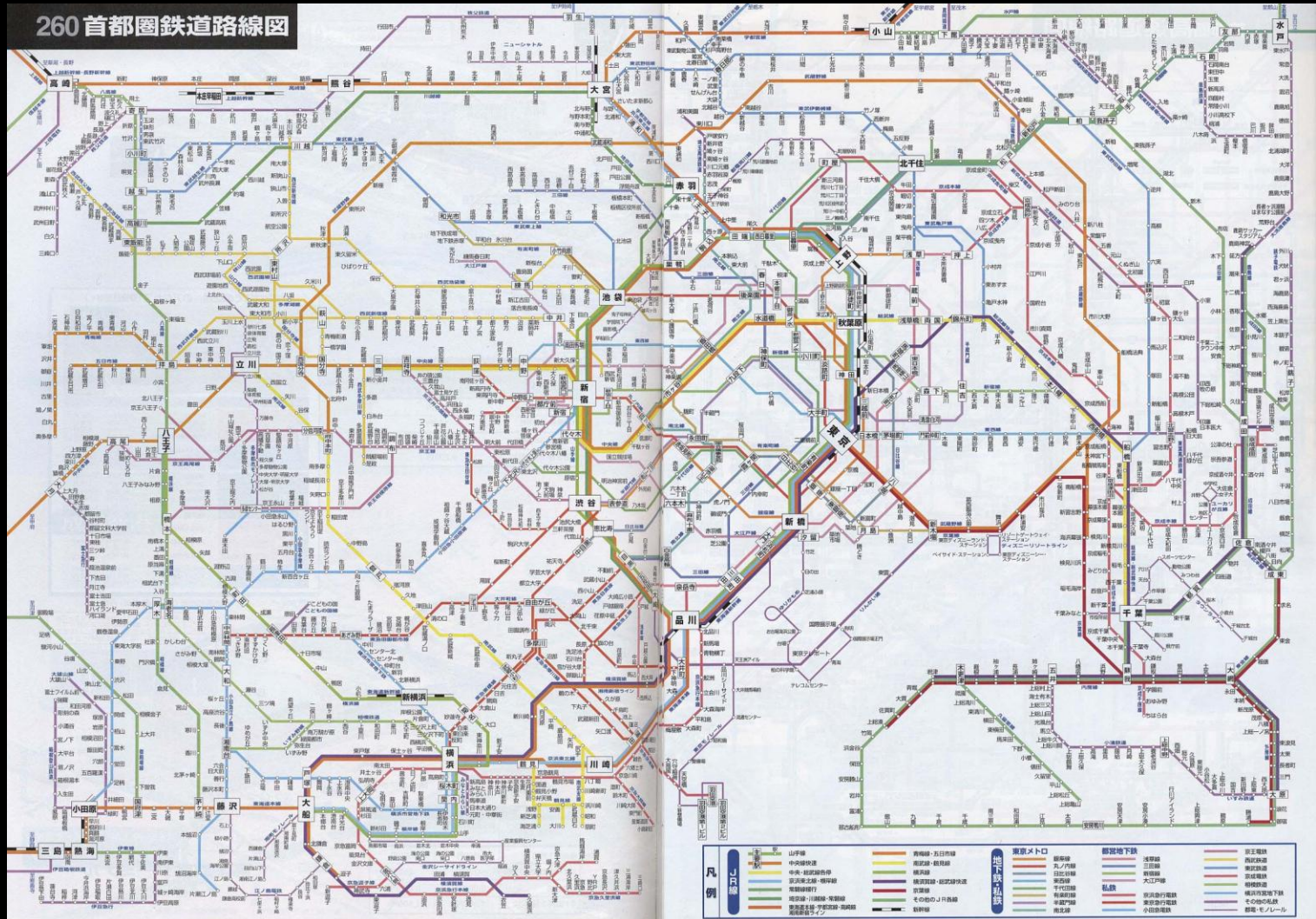


4 examples of how users are treated

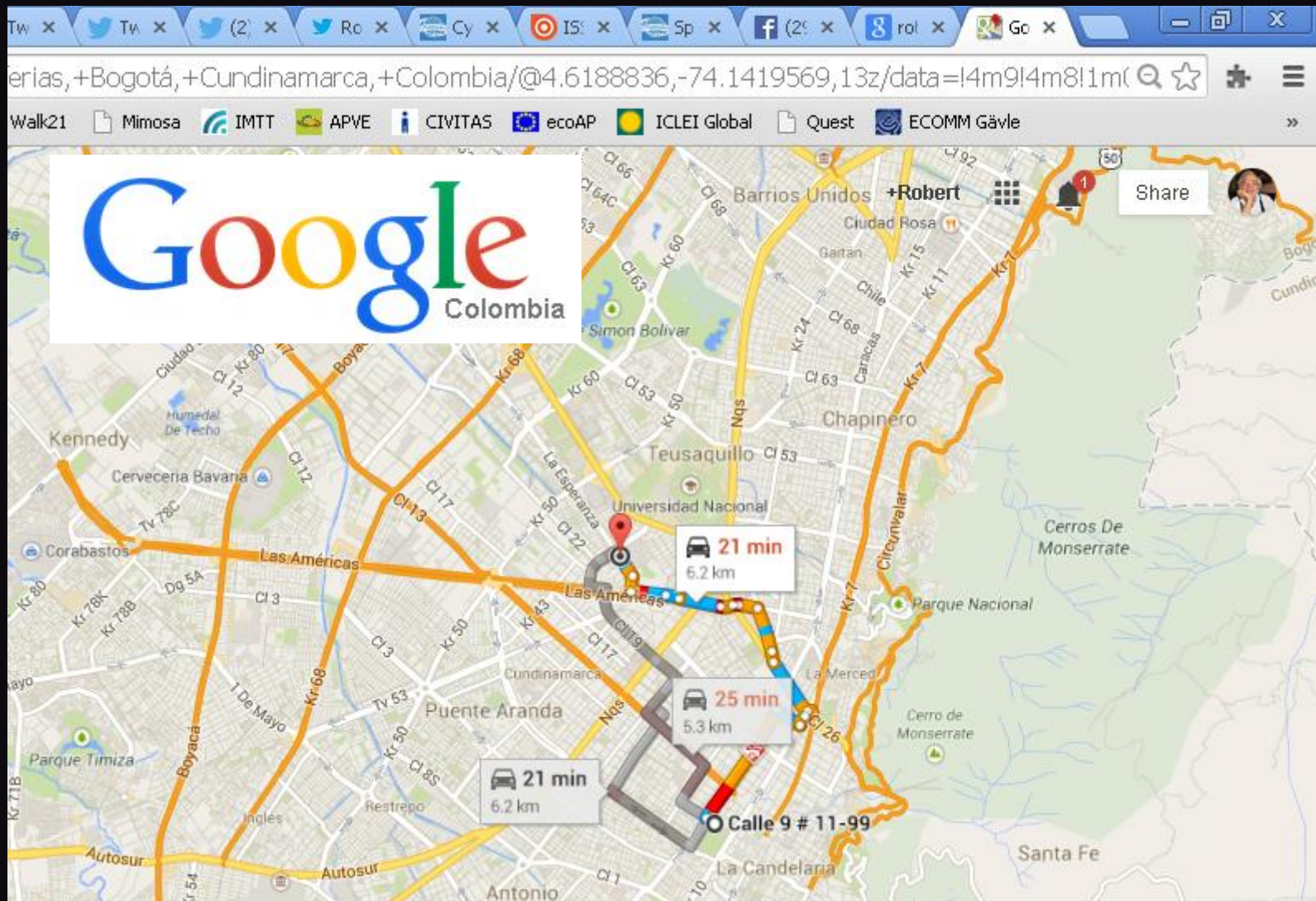
worst + best (ITS) examples ?

(1) trip planners

Tóquio



journey planners



Bogotá

journey planners

www.bbbike.org/en/Bogota/

www.bbbike.org wants to use your computer's location. [Allow](#) [Deny](#) [Learn more](#)

da | de | **en** | es | fr | hr | nl | pl | pt | ru | zh | local

BBBike@Bogotá

[f](#) [t](#) [+](#) [\[mobile\]](#) >> <<

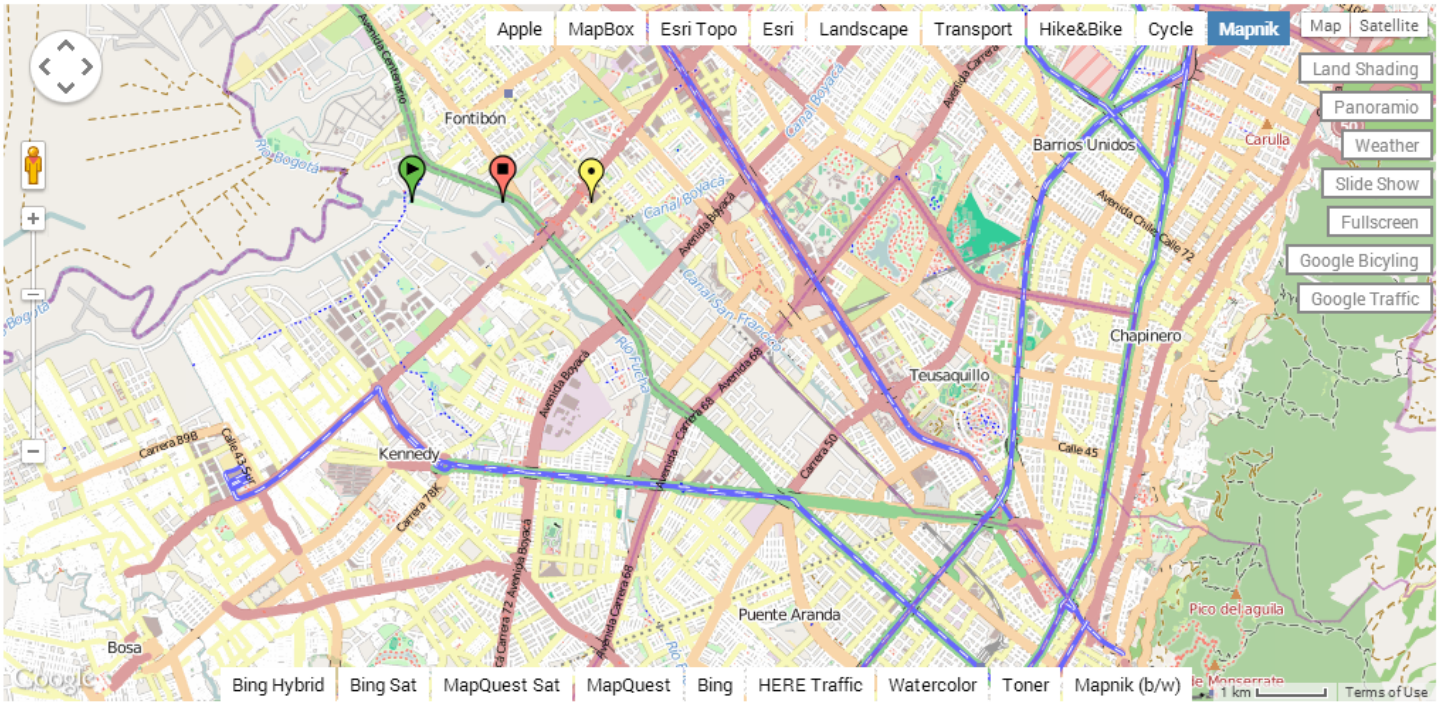
Welcome to BBBike - your cycle journey planner! We'll help you find a nice, safe and short bike route in *Bogotá* and around.

Please enter start and destination street name:

Start via

Dest

[Go on >>](#)



Mapnik

Map Satellite

Land Shading

Panoramio

Weather

Slide Show

Fullscreen

Google Bicycling

Google Traffic

Bing Hybrid Bing Sat MapQuest Sat MapQuest Bing HERE Traffic Watercolor Toner Mapnik (b/w)

1 km

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List of all known streets in Bogotá | more cities

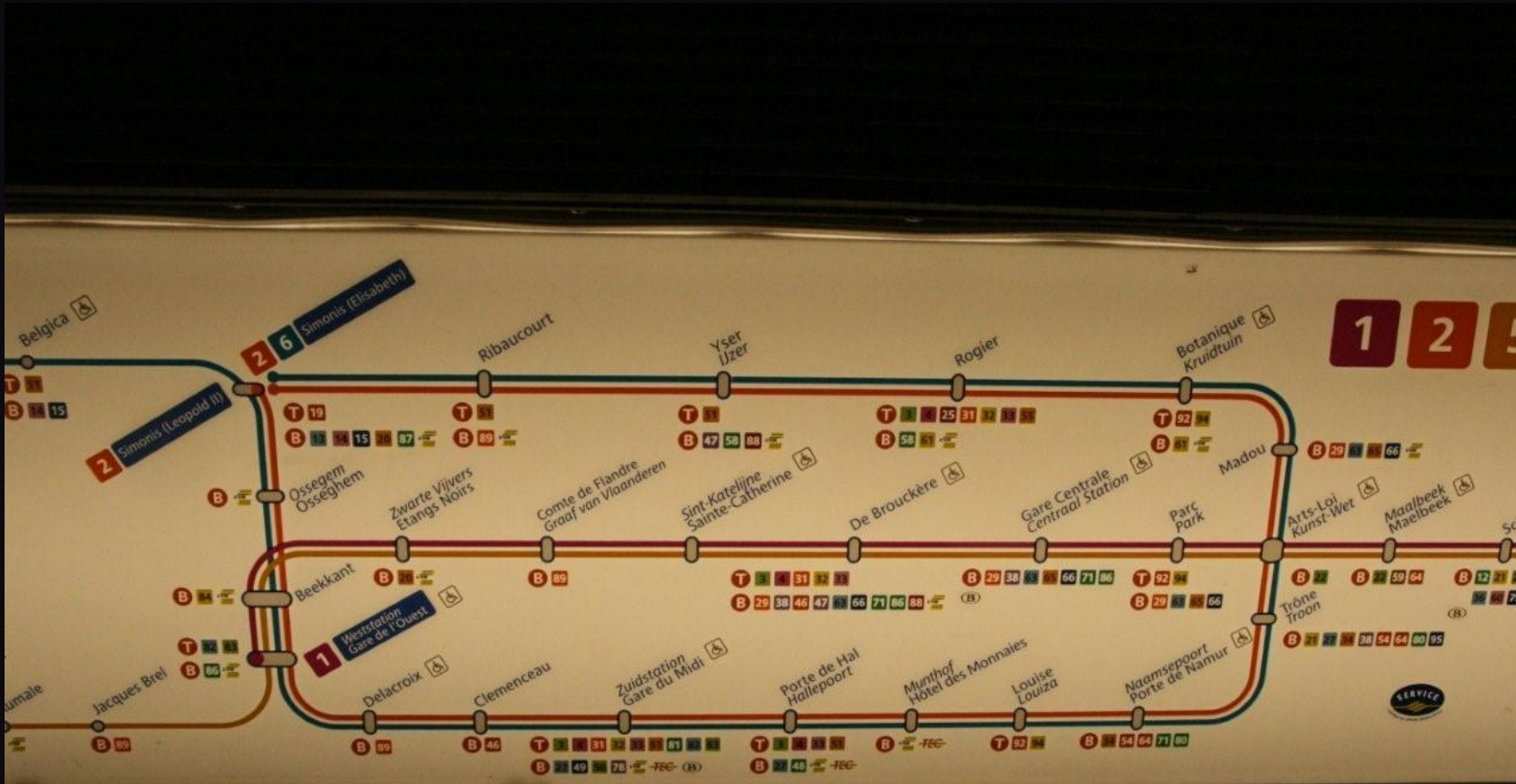
(©) 1998-2014 BBBike.org by Wolfram Schneider & Slaven Rezić // Map data (©) OpenStreetMap.org contributors

Bogotá Bicycle trip planner

a trip planner
is not MaaS

(2) seamless travelling

Brussels metro



de Barcelona



Barcelona rail network







R2
Nord

A To

Barcelona

19'

Sants

26'

Passeig de Gràcia



Trens cada
Trenes cada Trains each

30'

Primer tren
Primer tren First train
05.42h

Últim tren
Último tren Last train
23.38h



4,10€

amb bitllet senzill
amb bitlet sencillo
with single ticket

0,99€

amb la targeta T-10
amb la tarjeta T-10
with T-10 card



4,5 €

Per arribar a les estacions
Para llegar a las estaciones
To go to stations

Aeroport T1
Aeroport T2

Compreu el vostre
Bitllet aeroport

Compre su
Billete aeropuerto
Buy your Airport ticket



Només si heu viatjat amb
Solo si ha viajado con
Only if you have traveled with



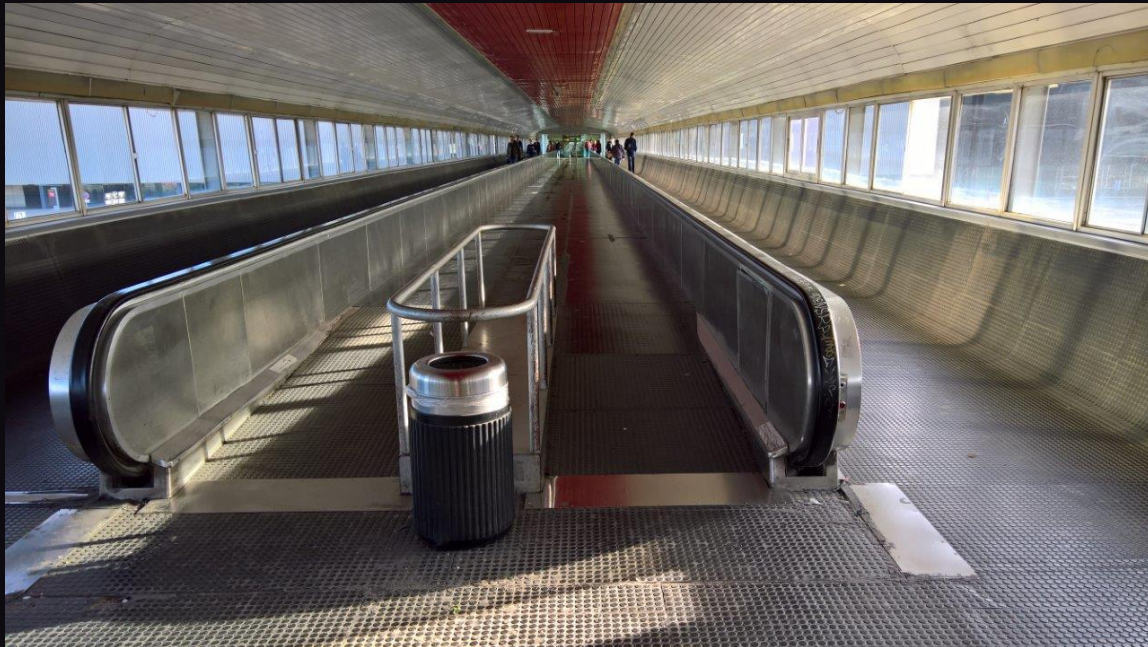




Barcelona airport

2 terminals | 2 metro stations + 1 train station





(3) ticketing



CESTOVNÝ LÍSTOK 1 OBČAN 70+

21.11.16 - 22.11.16 12:00

Bratislava hl.st.
↓
Žilina

Trnava Leopoldov Trenčín

Ba-hl.-Žilina 2.t

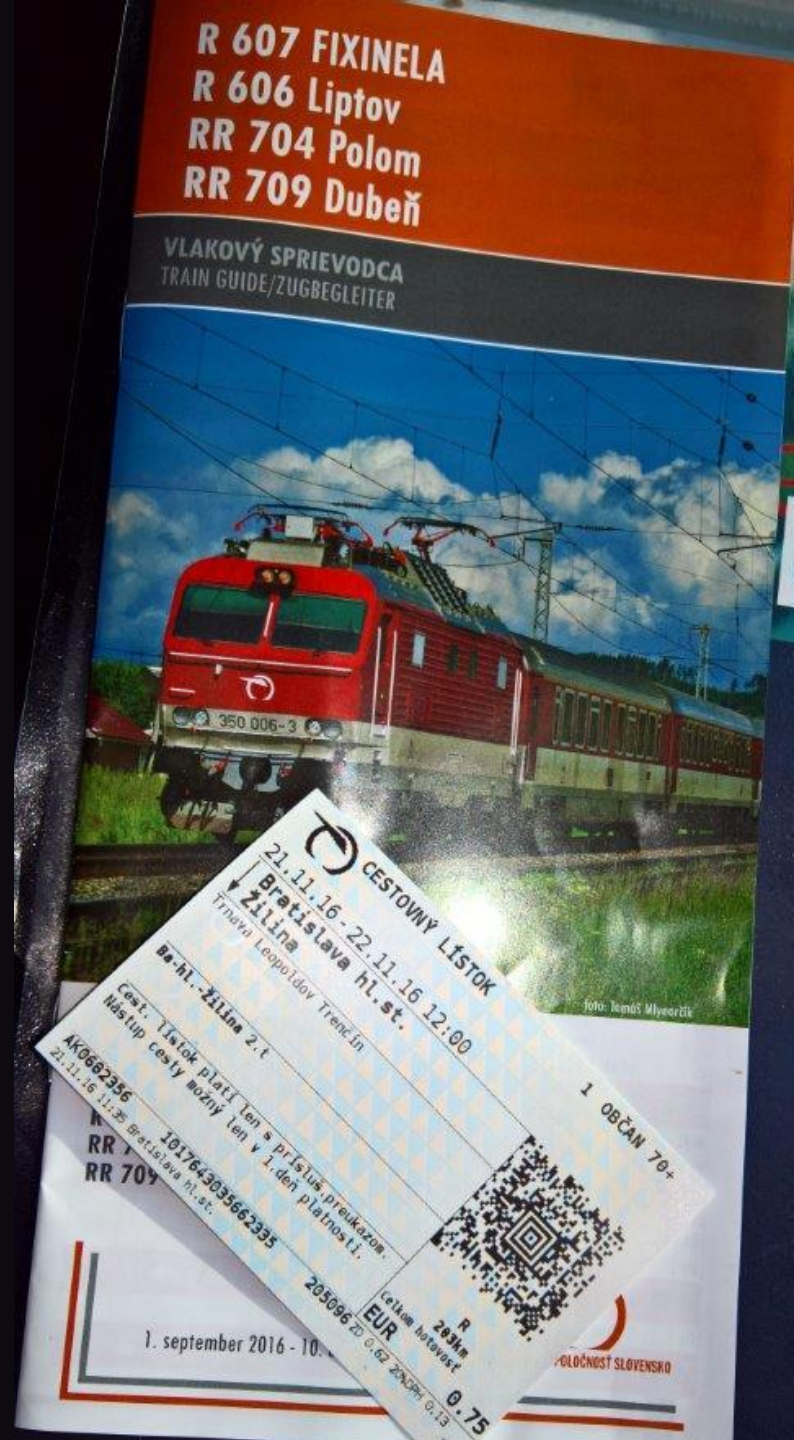
Cest. lístok platí len s prísluš.preukazom.
Nástup cesty možný len v 1.deň platnosti.

R
203km
Celkom hotovosť
EUR 0.75

AK0682356 1017643035662335 205096 ZD 0.62 20%DPH 0.13

21.11.16 11:35 Bratislava hl.st.

1/1



tutorial for ticket machines

De kaartautomaat met aanraakscherm - Windows Internet Explorer





http://webdemo.ns.nl/webdemo.e2000/

Ficheiro Editar Ver Favoritos Ferramentas Ajuda

TVS Dictionnaire TV5.org OK Rechercher

Favoritos De kaartautomaat met aanraakscherm

Página Segurança Ferramentas

Single	From: Rotterdam Centraal	1st class	Full fare	Valid today	1 ticket	Another ticket
Day Return	To: Utrecht Centraal	2nd class	Discount	Open date	2 tickets	 Debit card € 9,20
5 Return ticket	To change route: press a white box above.				3 tickets	 Smart card € 9,20
Weekend Return					4 tickets	 Maestro € 9,20
Railrunner 4-11 (incl.) years					Discnt. Park and Ride 	Credit card €1,00 costs incl. € 10,20
						Coins € 9,20

Here you can select a discount P+R parking ticket.

↑
Select another ticket or a method of payment

Other tickets 'Via' station

Nederlands English

Stop Clear all

Dutch railways

(4) cheating

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EVADYS H



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Não picou bilhete? Carris instala alarme que identifica caloteiros

15 nov, 2016 - 07:09

Dados da empresa revelam que 15% dos passageiros não pagam bilhete, o que gera um prejuízo de um milhão de euros por mês.

profiling



Carris instala sistema de alarme para quem não valida bilhete

há 6 dias - A Carris anunciou a **instalação** de um **sistema de alarme** sonoro nos seus autocarros com o objetivo de identificar passageiros que não ...

Não picou bilhete? Carris instala alarme que identifica caloteiros ...

há 7 dias - Carris instala alarme que identifica calotoeiros ... A Carris estreia esta terça-feira um novo sistema que pretende identificar os passageiros que ...

Carris com polémico alarme para envergonhar passageiros que não ...

há 6 dias - Para combater um número exorbitante (um milhão de euros de prejuízos mensais), a Carris decidiu **instalar** o TicketCheck, **sistema** que vigora ...

Carris vai ter um alarme sonoro para quem não picar bilhete ...

há 6 dias - A Carris vai instalar um novo sistema para identificar os passageiros ... Novo dispositivo de alarme para os caloteiros que não pagam bilhete.

Não picou bilhete? Carris instala alarme que identifica caloteiros

há 7 dias - A+ / A-. A Carris estreia esta terça-feira um novo sistema que pretende identificar os passageiros que viajam sem pagar ... origem Renascença ...

Carris instala alarme para identificar quem não valida o título de ...

[www.rds.pt](#) › Notícias Lisboa ▼

PTAs

public transport authorities

pass

single fare

co-mobility (mind + space) versus inter-modality (network)



people are (should be) ...

.....‘intermodal animals’

‘using different modes at different moments turns us into occasional users’

therefore there will be
more and more occasional
users, but public transport
is not prepared for these!!!

trip purposes

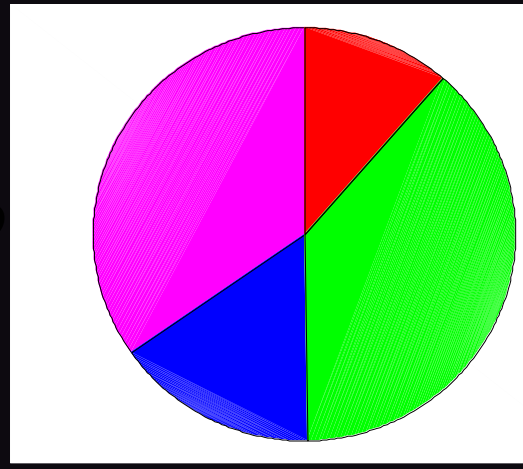
Trips

Trip length

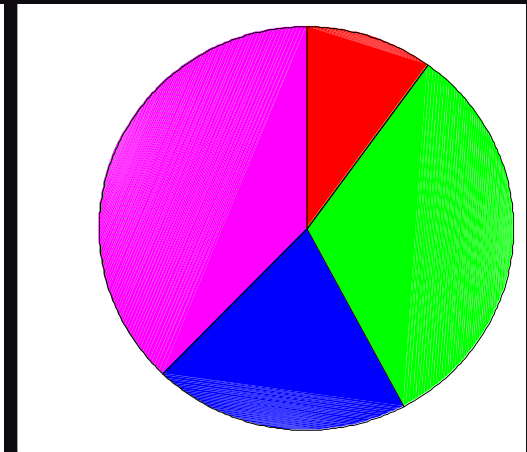
Trip duration



14% 27% 28% 31%



11% 38% 16% 35%



10% 32% 20% 38%

Lisbon (work and school)

1973 = 75 %

1998 = 61 %

2015 < 50 %

Belgium 2000

reality today



Inclusive Digital
Communities



Feel inspired



The FIWARE open source platform is becoming the "big factor" standard adopted by cities, it creates and integrates standards enabling the development of smart applications in different sectors. FIWARE's open source platform allows platform providers to leverage faster in the market, including the field of competition and members of cities that are essential for innovation and growth.

WWW.FIWARE.ORG

The UK's First Cashless Authority

PREPAID CARDS

Results



Significant reduction
in administrative
costs



Greater transparency,
less need to audit



Greater availability of
staff resources



Less paperwork
and filing



Better care and flexibility for
end users



mastercard



Brent

www.mastercard.com/smart-cities

SAMSUNG



"The
posi
cont
serv



Urban Mobility is Ripe for Disruption & Improvement



CASH

Too slow
to handle
demand

MORE THAN

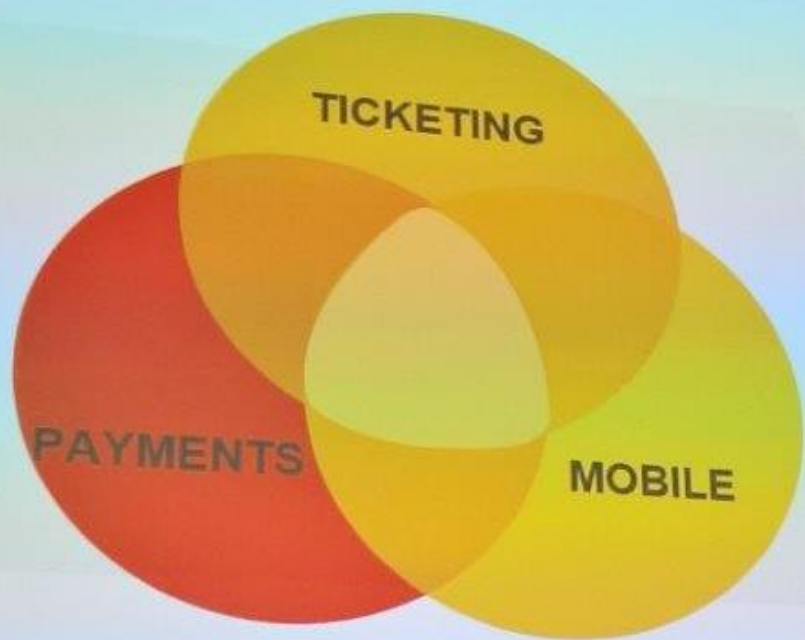
300

Local smart
ticketing schemes
worldwide

**INFRA-
STRUCTURE**

Struggling
to keep up

Moment of Convergence



'Pure'
open-loop
contactless

CHICAGO
LONDON



Closed-
loop mobile
ticketing

ATHENS
NEW YORK



Closed-loop
"hybrid" debit
cards

MUMBAI
BOGOTA

MaaS unlimited & co

LIBRO BLANCO

EL ABC DEL TELETRABAJO EN COLOMBIA



teletrabajo



Gobierno Nacional
PROSPERIDAD PARA TODOS



MinTIC
Ministerio de Tecnologías de la Información y las Comunicaciones

vive
digital
Colombia



MinTrabajo
Ministerio del Trabajo



Colombia
Digital

MaaS limited & co

MaaS taxes

who pays them in the destination country?

Booking.com

UBER

Airbnb

where is ITS going ?

not very far !





PHOTOS D'ALEX MACLEAN

Parkings

Les photographies aériennes d'Alex MacLean révèlent jusqu'à l'absurde l'assujettissement de l'urbanisme à l'automobile aux Etats-Unis

Houston, Texas.
Les lots de stationnement du centre-ville illustrent parfaitement le modèle de la grille, caractéristique des agglomérations américaines.



Lisbon European Mobility week 2010



10th edition 2016

www.parkingday.org/

for the car for the pedestrian ?

Baranquilla Colombia



Bike excursion

how perfectly can you confuse people?



Münster (DE)

is ITS only for
'developed' countries ?

repairing, visiting villages, banking





Ngakou and friends - Yaoundé

rstussi@gmail.com



skatter tech

MaaS is coming !

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TRANSPORT PROVIDERS, IN ONE
PLATFORM, ONE SINGLE SOLUTION (APP)





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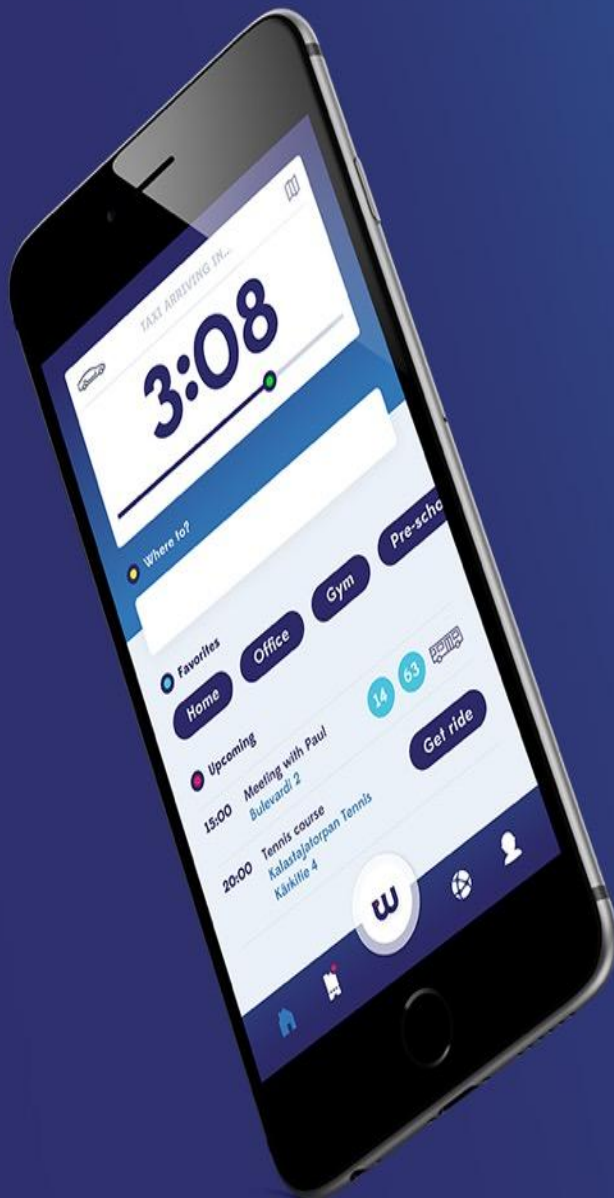
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mobility options in your hand

The case of Tuup app
starting from the city
of Turku
Johanna Taskinen



Tuup creates value to both users and mobility service providers

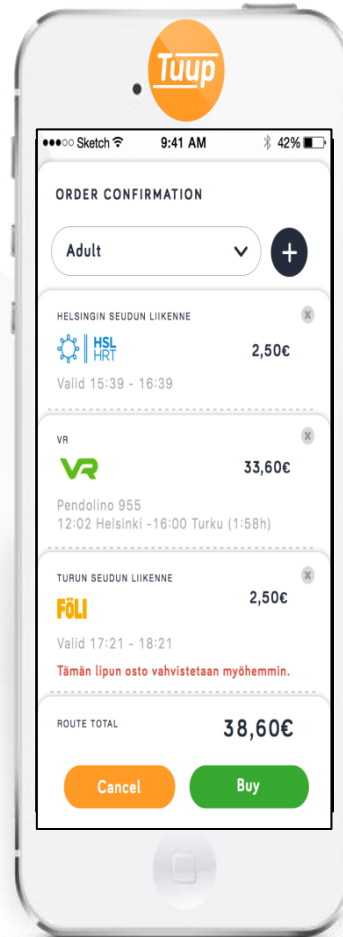


The Finnish Taxi Owners Federation



Visibility &
access brings
new customers

Demand
analytics &
supply
optimization



Mobility
options info &
travel
planning



Mobility
service
purchase &
access



Tuup has 50+ years of mobility service experience



Pekka Möttö, CEO

- Founder of OnniBus.com, innovative intercity bus operator with dynamic pricing and strong branding
- Awarded customer experience and marketing professional
- Mobility service market disruptor keen on revolutionizing urban mobility



Johanna Taskinen, CXO

- Founded Tuup in Jan 2015
- Sustainable mobility developer: cycling, car-sharing etc
- Expert in workplace mobility management



Paavo Moilanen, CTO

- Founder of Strafica, a shareholder in Tuup
- Strategic partnership with Strafica brings Tuup 20+ years experience in mobility analytics and modelling.
- Simulation models for daily



Jouni Lounasmaa
Business and service development, founder of 3 startups



Kaisa Hernberg
Business development for cleantech startups, marketing



Hannu Tapani & Tapani Moilanen
Software developers, Hannu developed the awarded "Nysse" route





**Solving urban traveling
for you**

www.tuup.fi

johanna.taskinen@tuup.fi

+358 40 7573284

Facebook: www.facebook.com/tuupapp

Twitter: @Tuupapp



URBACT at ECOMM 2012
Motivating Mobility Mindsets

What is your vision of urban mobility?
How can sustainable mobility be integrated
into urban planning?



These are the some of the challenges outlined in the Cities of Tomorrow report published by DG Regio that the URBACT Capitalisation Mobility Workstream team are tackling. We will be organising a workshop at the URBACT Annual conference on 3-4 December 2012 and producing a report to inspire cities on the journey to people-centred smart mobility.

We need your visions, ideas and opinions to feed into our work.

Please tell us either face to face, or by writing on the reverse of this flyer.



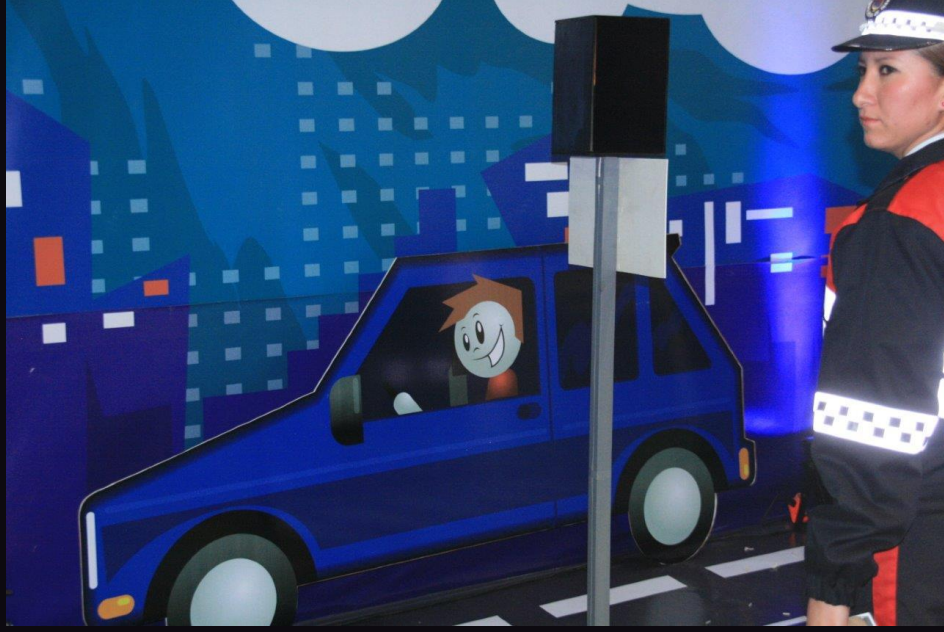
Connecting cities
Building successes



HARD WARE
SOFT WARE
(embedded)

MIND WARE

Motivating
Mobility
Mindset



go out and experience !
.....the Ecomobility game



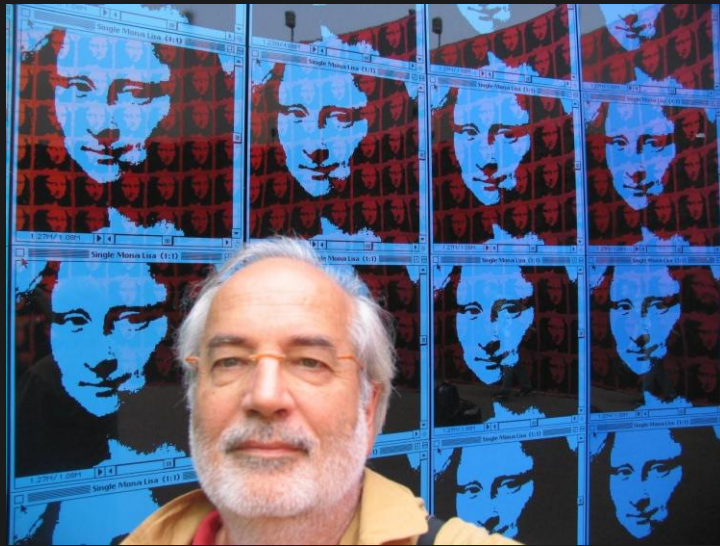


*Every morning I take my
bike to go to work*





rstussi@gmail.com



Robert Stüssi

Urbanist

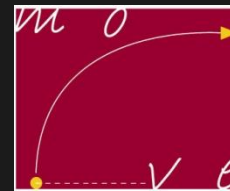
Mobility Consultant

DOROTHY FP7

CIVITAS MODERN Coimbra

URBACT thematic expert

INTERREG Capitalisation



Vice President APVE



Past President AVERE

AVERE

Past President WEVA

WEVA